

What Is Claimed Is:

1. A method for doing business comprising:

providing an individual with a virtual environment

5 and at least one virtual element within said virtual  
environment, wherein said virtual environment is  
configured so that additional virtual elements can be  
introduced into said virtual environment, and wherein  
at least one of said virtual elements comprises a  
10 virtual character comprising a behavior state, an  
emotion state and a learning state, and wherein said  
behavior state, said emotion state and said learning  
state are capable of changing in response to stimuli  
received from within said virtual environment and/or  
15 from outside of said virtual environment; and

enabling a customer to add an additional virtual  
element to the virtual environment in response to the  
purchase of a product.

20 2. A method according to claim 1 wherein said  
additional virtual element is different than the  
product being purchased.

3. A method according to claim 1 wherein the product comprises a good.

5 4. A method according to claim 1 wherein the product comprises a service.

5. A method according to claim 1 wherein the product is purchased by the customer on-line.

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6. A method according to claim 1 wherein the product is purchased by the customer at a physical location.

15 7. A method according to claim 1 wherein said additional virtual element is delivered to the customer on-line.

20 8. A method according to claim 1 wherein said additional virtual element is delivered to the customer on electronic storage media.

9. A method according to claim 1 wherein said additional virtual element is configured to change state in response to stimuli received from within said virtual environment and/or from outside said virtual environment.

10. A method according to claim 1 wherein said additional virtual element comprises a virtual character.

11. A method according to claim 1 further comprising:

enabling a customer to add an additional virtual element to the virtual environment without the purchase of a product.

12. A method according to claim 1 including the further step of tracking the results of customer interaction through metrics specific to a measure of Brand Involvement.